



2018

THE HUMANE LEAGUE 
IMPACT REPORT

thehumaneleague.org

FROM *the president*

Friends,

2018 WAS MOMENTOUS FOR ANIMALS. Thanks to the support of people like you—who took a stand, became leaders, and donated to be the difference for animals—I have never been more hopeful about our movement.

In 2018, The Humane League (THL) relentlessly worked to end the abuse of animals raised for food through institutional and individual change.

Institutionally, we held corporations accountable—influencing the world’s biggest companies to create and implement animal welfare policies that abolish the worst forms of abuse and reduce the suffering of billions of animals.

Last year, this work focused on chickens, who suffer in the greatest number of all land animals and endure the worst abuses on factory farms. Their environment is stressful, filthy, cramped, and devoid of anything related to a natural life. Their breeding predisposes them to significant health issues, and their slaughter is extremely inhumane. Around the world, animal advocates are working to free egg-laying hens from tiny battery cages. In the U.S., where every major food company has already committed to eliminating cages from its supply, we’re ensuring those commitments are kept, enshrining this progress into law, and continuing our fight for chickens raised for meat—broilers, as they’re known in the industry.

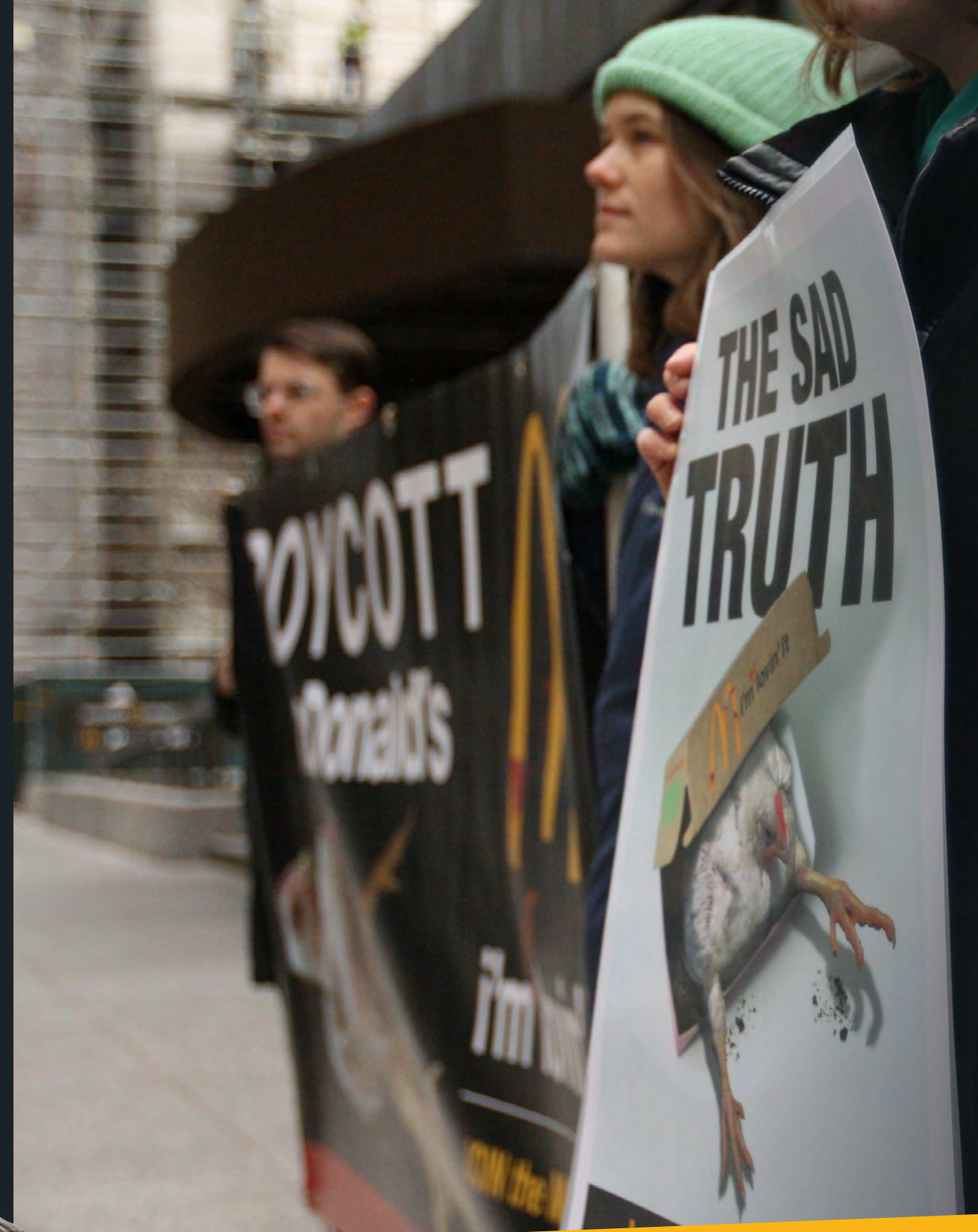
At the same time, The Humane League opened individuals’ eyes to the horrifying ways in which animals are treated on factory farms, empowering people to take action through activism and by leaving animals off their plates.

And as part of a broader animal protection movement, we shared resources, trained other organizations, and continued to build a welcoming, collaborative, and change-making community.

THANK YOU FOR MAKING THIS POSSIBLE. I CAN’T WAIT TO SEE WHAT WE ACCOMPLISH TOGETHER IN 2019.

For the animals,

David Coman-Hidy
President



THE 88% campaign

NEARLY 9 BILLION FARM ANIMALS ARE RAISED AND KILLED FOR FOOD EACH YEAR IN THE U.S. EIGHTY-EIGHT PERCENT ARE CHICKENS—the greatest number of animals raised and killed for food. The 88% Campaign is addressing these issues, and more, reducing the suffering of these intelligent, social animals. Since THL launched this campaign, more than 100 major food companies have committed to sweeping reforms.

In 2018, we kicked off the *I’m Not Lovin’ It* Campaign against McDonald’s, our most ambitious effort yet. With more than 350 million chickens in its supply chain, McDonald’s is one of the most influential companies in the world. A commitment will open the door for hundreds more of its peers and competitors to adopt progressive welfare policies and dramatically reduce the suffering of billions of animals every year.

That’s why people across the country have risen up to demand McDonald’s do better. THL activists mobilized more than a hundred demonstrations, work parties to write letters and call executives, and leafleting and tabling events to expose the brutal reality of McDonald’s treatment of animals. From running a video billboard in Times Square with our coalition partners to hosting a ribbon-cutting ceremony featuring blood-splattered golden arches, The Humane League has been a constant presence outside McDonald’s locations across the U.S.

13 CORPORATE COMMITMENTS secured through The 88% Campaign

Including Blue Apron, Royal Caribbean & Papa John’s Pizza

106

organizing hubs
in cities, towns, and campuses across the U.S.

9,704

virtual volunteers
in our Fast Action Network

535,615

grassroots actions
taken to hold corporations accountable



making HISTORY

THE HUMANE LEAGUE WORKS TO ENACT LAWS that ban the confinement and inhumane treatment of animals. In 2018, alongside a coalition of animal protection organizations, more than 175 of The Humane League's staff and volunteers worked tirelessly to collect tens of thousands of signatures to qualify Prop 12 for the California ballot. And to ensure the measure became law, our team in California and across the country took part in the largest Get Out the Vote texting campaign in ballot measure history. Thanks to these efforts, on November 6, 2018, more than 62% of Californians voted to ban the extreme confinement of animals—and the sale of their products—in the state, making it the most progressive farm animal protection law ever.

40,000,000

ANIMALS

in California impacted by Prop 12



7 STATES with laws protecting egg-laying hens

wins around THE WORLD

THE ABUSE OF ANIMALS RAISED FOR FOOD IS A GLOBAL CRISIS. That's why we have a presence and partnerships in close to 60 countries around the world. And, we have branches in the United Kingdom, Mexico, and Japan—with impassioned team members and volunteers leading the local charge.

In 2018, we achieved groundbreaking progress for animals around the world. Nine countries saw the first cage-free commitment ever, including the first in Asia. And, THL UK secured the first commitment for broiler chickens in Europe.

The Open Wing Alliance (OWA) is a global coalition of organizations initiated by The Humane League united in a common goal: to end the abuse of chickens worldwide.

The OWA's strength and power lies in its diversity of member organizations, each with unique strengths that enable us to effectively march, together, toward our shared goal. As a coalition, we're able to drive change in both established markets and in countries where sweeping animal welfare reform policies are new by helping existing groups expand their focus, while also supporting startup organizations.

In addition to launching coordinated global campaigns as a coalition, we share campaign strategies, tactics, and resources around the world as a unified front to end the abuse of chickens worldwide.



To be part of OWA is to think big. We feel like we're part of a force that is transforming society. *Working together we can change opinions and change the world.*

— Iselda Livoni, ARBA (Peru)



74

CORPORATE COMMITMENTS secured by THL internationally

Including Starbucks, Nestlé & Unilever

377

CORPORATE COMMITMENTS secured by OWA member organizations

\$405,000

of global grants awarded to accelerate progress in under-resourced areas

59

OWA partners collaborated across 6 continents



changing HEARTS & MINDS

IN 2018, THE HUMANE LEAGUE LAUNCHED *EatingVeg.org*, a new website aimed at empowering people to leave cruelty off their plates. A brand new short documentary produced by The Humane League features expert advice from vegan advocates like professional bodybuilder Torre Washington (right). Complete with meal plans and countless tips on switching to a plant-based diet, *EatingVeg.org* is helping more people than ever make compassionate food choices.

WATCH VIDEO

1,382,880

pro-veg guides
distributed

31,247,645

visitors
to a webpage with undercover
factory farm footage



THL's most significant *advantage* is not any single program, but rather their general approach to advocacy.



COMMITTED to impact

THE HUMANE LEAGUE IS COMMITTED TO SOUND RESEARCH AND EFFECTIVE ANIMAL PROTECTION. This commitment has earned The Humane League "Top Charity" status from independent auditor Animal Charity Evaluators in every rating period—the only group to receive this distinction.



To further this commitment to effectiveness, our research arm, The Humane League Labs, conducts studies and makes practical recommendations to inform future strategies and tactics both at THL and across the movement. In 2018, The Humane League Labs examined the economic impacts of animal agriculture and conducted foundational research on how animal advocates can measure dietary change.

76

STAFF
in the U.S., UK, Mexico & Japan



IT'S TIME TO **RISE UP**

TO DISRUPT. TO INSPIRE. TO CREATE CHANGE.

TO **BE THE CHANGE**

TO ADVOCATE FOR THOSE WHO CAN'T.

TO END THE APATHY AND TURN TO EMPATHY.

FOR ANIMALS

WHO SUFFER ABUSE EVERY DAY ON FACTORY FARMS.

WE PERSIST. WE WIN.

WE TAKE A STAND

WE ARE FOR THE ANIMALS

THE HUMANE LEAGUE 

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